

BusinessH2O Water Innovation Summit

A Fireside Chat: Insights on Water as Driver of Global Ties and Economic Growth

Main Ballroom, Snowbird Resort, 9385 S. Snowbird Center Drive, Sandy, Utah

Thursday, September 12, 2019

DRAFT TALKING POINTS – DAVE ROSS

Event Time: 12:45-1:30 PM (approx. 20-30 min. discussion + ~10 min. audience Q&A)

Description: Water is a vital resource for business and critical for economic growth. With demand for water quickly outpacing supply around the world, there is huge growth opportunity in the water market as new technologies emerged and innovative approaches to water management develop.

Format: Keynote interview, fireside chat. The stage set-up will be talk show style.

Moderated By: Kimberly Kupiecki, Global Leader Sustainability, Advocacy, Communications, DuPont Water

Audience: ~100 American and Israeli business leaders, policymakers, and water industry stakeholders interested in developing practical solutions to the challenges of decreasing global water supply.

Open press: yes

Notes: Background on Israel and Water

- Israel is a world leader in water reuse actions and their excellence in this space has provided the rest of the world with a frame of reference for what is possible.
- Israel, on the arid east coast of the Mediterranean Sea, has historically faced challenges with water availability.
- As of 2015, the country now reclaims 87 percent of collected wastewater, up from 10 percent in the 1960s. (*Source: Marin, P; Tal, S; Yeres, J; Ringskog, K. (2017). Water management in Israel: Key innovations and lessons learned for water-scarce countries. Washington, DC: World Bank*).
- Israel's evolving water reuse strategy, driven by careful planning and efficient distribution, offers an example [for the United States] of how thoughtful decision-making can lead to successful water reuse.
- By increasing the amount of reclaimed water, Israel has reduced its dependency on limited natural water supplies and droughts have had little impact on end users.
- About 85 percent of reclaimed effluent is used for agricultural irrigation because it is more cost effective than desalinated water.
- As a result, Israel recognized treated wastewater as a resource and has subsequently become a leader in water reuse.
- In addition, many U.S. States are involved in collaborating with Israeli initiatives. For example: Maryland-Israeli U.S. water initiative which took place October 2018 between Israeli vendors, Maryland water reuse leaders, and non profit organizations.

Proposed Interview Questions

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